



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

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NO MORE COOKIE CUTTER LOOK IN MENSWEAR

Menswear is finally freeing itself of the "uniform" look that has dominated - and dulled - it for most of this Century. The half-a-thousand modeled outfits and color slides seen at the Men's Fashion Association Spring/Summer Press Preview in Atlanta, Jan. 26-30, told the story:

DIVERSITY OF STYLING, BUT RECURRING DETAILS

... NATURAL FABRICS - the BIG STORY

... FEATHERWEIGHTS in everything

... WRINKLES ARE "IN" - but
RUMPLED look is "OUT"

... MULTIPLICITY of POCKETS - most are
OPEN PATCH POCKETS - even on
SOCKS and SWIM TRUNKS - triple
and CARGO POCKETS on WALK SHORTS

... VESTS for dress and leisure - most
have pointed front - many are
"turncoats"

... PLEAT-FRONTS on trousers - even on
slacks and walk shorts

DOMINANT LOOKS: Important resurgence of natural-shoulder-Ivy styling, but in new showcase of clean-bright-colors and new-to-menswear-fabrics ... 2-button single-breasteds are volume, 3-buttons gain a new audience -- 6-button blazers head revival of double-breasteds ... unvented or center-vents lead ... vests match pants or jacket, many reverse to do both ... the new single and double pleat-fronts on pants, slacks and walk shorts don't add girth -- trend is to straighter leg (23-inches at bottom) -- cuffs are advisable on seersucker and other featherweight cottons to make them hang better.

FOR HIS LEISURE HOURS: The "leisure suit"
(continued on page 2)

THE SUMMER OF '77 SHIRT BRIGADE IS "TOPS"

Fashion's softened-up silhouette influences the infinite variety of sportswear tops:

A TOP IS A TOP IS A

... BIG TOP
... BLOUSON
... PEASANT
... SOFT CLASSIC
... T-SHIRT, TUBE or TANK
... TUNIC

BIG TOPS: SUNBURST tucks, long sleeve, bow neck; "4G" signature embroidered poly crepe de chine (Givenchy/Chesa) -- sunburst striped tucked Madras; also, loose elbow sleeve 4-button placket drawstring big top/minidress, 2 large pockets (Pierre Cardin) ... OTHERS: Pure silk, longer-in-back shirttailed, neckband, solid, multi-stripe or raw silk, wear as a jacket; long grandfather nightshirt, roll sleeves, to billow over pants or as a dress (Cygne Designs) -- signature "O" eyelet poly/cotton smock-look, matching full camisole (Oscar de la Renta Collectibles).

BLOUSONS: HIP-BANDED -- bold black/white, red/white cotton knit Referee shirt, sweat-shirt banding, black trim (Emesse) -- rib-knit edged cotton terry, pouch pocket, signature trim (Cardin) -- wide band ties into side sash, deep asymmetric shawl collar, cuffed full sleeves, "Roman Holiday" colors polyester (Collectibles) ... DRAWSTRING -- asymmetric closing flaps open to reveal tattersall facing on roll sleeve chambray (Wayne Rogers) -- unusual crochet-pattern raw silk, short sleeves, oval side pockets (Irka by Bern Conrad), -- neck-banded poly jacquard crepe (Lady Manhattan) ... OTHERS: long sleeve, button placket folkloric print poly crepe de chine (Givenchy) -- big, with drapey butterfly sleeves and ribbed neckband, or sleeve-pocket-ed with sailor collar, in high twist rayon/acetate boucle (Kenzo/Sadimara) -- striped dishtowel cotton, kangaroo pocket (Emesse).

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continues, but only as a category: the sophisticated new composé concept of inter-related fabric-pattern-and/or-color separates makes for endless variety ... The CARDIGAN SWEATER stages a comeback for golf and tennis - and Presidential fashion influence fulfills itself in many ways ... JUMPSUITS have peaked, are now a staple ... Dressy looking WALK SHORTS, Bermuda or Jamaica length, are important Summer revival ... No. 1 RAINCOAT seller is still the dapper TRENCH -- this year it even sports a wrist pocket on the sleeve.

SHIRTS ARE A TALE OF CONTRASTS: Dress Shirts in delicate multicolor stripes have long-pointed contrasting collars, usually white -- French cuffs begin to be seen once more ... KNITTED SPORTSHIRTS, mostly striped, feature contrasting woven insets on collar, placket and cuffs, and novel sleeve treatments include Raglans, drop shoulder, roll-ups and the new "T" sleeves that form a capital "T" when arms are outstretched ... WOVEN SPORTSHIRTS also run to contrasting white collars, especially on woven plaids -- woven stripes abound: frosted, engineered, 1936-look Roman stripes with patch pocket on sleeves; checks; authentic-Madras, domestic in origin -- novelties: red-trimmed white French bowling shirt, also shown in women's market -- deep patch pockets on chest, some reverse-pleated; lower patch pockets; epaulets; parka styling, unusual on such lightweight fabrics as multi-striped voile.

NATURAL-FIBER-LOOK AND TEXTURE KEY FABRICS: Wool, COTTON, silk and linen LOOKS prevail -- many are guaranteed to wrinkle, in time-honored upper-class fashion, but the judicious addition of man-made fibers keeps them from getting too mussed and rumpled -- canvas, light-weight mattress ticking, featherweight shirtings for suit-separates -- texture is paramount, in brushed denim, brushed cotton, 100% texturized polyester; seersucker is back, but not inexpensive ... COLORS are bold, bright and vibrant -- or deep, dark and subdued -- white, and off-white are high-fashion, newest when combined with black ... A variety of STRIPES, & Madras plaids, very strong.

ACCESSORIES: Long hair militated against wearing HATS, and the recent upturn in hat sales reflects the return to shorter hair -- featherweight fabrics and straws, inclu-

ding waxed raffia, are shown for dress, leisure and active sportswear ... Many men have never worn TIES before, and many shirts have wider-spread collars to accommodate the big-knots: Windsor, half-Windsor and square Boy Scout knots -- stripes are engineered to fit underneath the big knot -- tartans, Madras -- Egyptian prints taken from patterns in King Tut's Treasures -- neckerchiefs continue ... BELTS also run to featherweights -- many are reversible -- brass buckles, and signature logos stand out ... in JEWELRY less-is-more -- collar bars and stick pins tend to wreck the tie -- reversible black onyx and gold cuff links are easy to put on -- chains are on a down swing, fob watches on an up swing ... SOCKS are over-the-calf, for dress -- knee, mid-calf or ankle, in that order, for leisure wear -- stripes vary from blazer-wide to side-stripes -- side-pockets on leisure socks -- SHOES come in lighter weights and colors, often 2-toned -- thinner soles -- eyelet-ties outnumber ghillie slipons -- white shoes lead for active sports; black/white golf shoes with monk's strap have Velcro closure; red jogging shoes are made of industrial nylon.

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FI BOUTIQUE BEAT -- MILAN

LA BREA DISTRICT: This is an excellent, new shopping area -- Via Brea, one side of the street; Via Solferino, the other.

LA FOLA DELL'OLLA -- Good selection of misses' ready-to-wear -- owner/designer.

LA TENDA -- Excellent ready-to-wear and accessories. Young, directional merchandise; good fabric and use of fabric -- owner/designer.

LUCIA -- leather goods and accessories.

LA SCATALA -- classic misses' ready-to-wear.

BAZAAR EQUIPE 84 -- Women's and men's young-looking, inexpensive ready-to-wear.

SOLFERINO 3 -- Contemporary and directional women's and men's fashions, featuring Armani, Basile, Complice; and Brown's of London menswear; others.

ANNY DI GENNARO -- Semi-precious jewelry.

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THE SUMMER OF '77 SHIRT BRIGADE IS "TOPS" (continued from page 1)

THE PEASANTRY: DRAWSTRING NECK -- elastic cuff full sleeves, self sash, in bright solids (Lady Arrow) -- short-raglan pull-over float in lush silk print (Cygne) ... OTHERS: Self-tied peasant shirt in brilliant tropical hues of poly georgette (C.I.E.) -- striped terry-chenille with sexy peekaboo look, short puffed sleeve (Emesse) -- geometric Russian style embroidered cotton gauze smock; multicolor ribbons dangle from tab collar and cuffs of solid cottons (Porter House) -- elasticized off-shoulder ruffled neckline "Carmen shirt" in Renta-designed "country garden" prints on cotton lawn (Collectibles).

THE GENTRY: SOFT SHIRTS AND BLOUSES -- shoulder tucked basics and YSL's in contrast faced washable poly crepe de chine, 14 colors (Francesca/Damon Sport) -- in floral, geometric, racing and engineered stripes on polyester, some with bandana tie-fronts and contrast collar and cuffs, some with yoked raglan sleeves (Wayne Rogers) -- multicolor stripes on heavy-slub natural silk; cotton prints/matching triangle scarfs (Porter House) ... The SUITBLOUSE, once again part of the scene -- cap sleeves, bow or cowl neck, diagonal stripes or prints (Manhattan) -- BLAZER SHIRT, open neck collar, revers, French cuffs (Arrow), 1-button cuff/monogram scarf, wear in or out (Manhattan) --

GRANDFATHER SHIRT, in solids, stripes, Madras and kitchen plaid (Cardin) -- CPO SHIRT, ribbon on sleeve, metallic insignia buttons, novelty yoke (Givenchy) -- romantic BASQUE, PROVENCAL and CASANOVA SHIRTS in white or black poly/cotton trimmed with lace and tucking (Collectibles).

SPORTSMAN SHIRTS: BOWLING, with multi-color stripes or signature "H" and numeral on chest (Daniel Hechter) -- in solid or striped raw silk; also BASEBALL, in laven-with white piping (Cygne) ... SAFARI shirt-jac in 5 colors of raw silk (Irka).

THE 3-T's -- T-SHIRTS, TUBES, TANKS: The 1-shoulder Tee, and the tube, are major; halters continue; T's echo chief silhouettes: Basic, blouson and Peasant T's in floral overprint on fine-stripes (J.L. Sport) -- gold (February FI) trimmed tank (Leo Narducci/The Smiths) -- striped Tee/solid color bib is #1 best seller (Cardin) -- wide-striped black/white Big Top Tee, one white sleeve, one black (Georges

Memmi) -- exciting batiks, some with sailing or St. Tropez insignia; sailor-cropped Tee with striped inset and solid banding; boldly striped, very deep V-front, even deeper V-back; diagonal-striped halter tank, banded keyhole (Tea Shirts) -- pure silk Tees in 15 colors (Irka) -- knit Bedford cord patch pocket Tee; strapless elasticized pucker tube; handkerchief sleeved wrap can be tied at waist or as midriff (Emesse).

TUNICS: Knit raw silk with woven shoulder inset, collar and yoke (Irka) -- bateau neck muslin, French sailor, semaphore flags and signature "E" printed on back (Emesse) -- banded V-neck, large draped sleeves, separate knit band can change it into a blouson (Kenzo).

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LEISUREWEAR AND IN-HOME ENTERTAINING

Leisurewear continues to grow into a larger market, because instead of one (all-purpose robe) for all (uses), it offers all (sorts of choices) for (every) one. It reflects the same influences that are shaping RTW, and the smart woman will build her Leisurewear wardrobe to conform to her interests.

THE COMMON DENOMINATORS:

- ... ON-, OFF-, ONE-SHOULDER & STRAPLESS
- ... DRAWSTRINGS, RUFFLES & FLOUNCES
- ... THIGH-HIGH & HIGHER SLITS
- ... All Eyes are on EYELET, TERRY & STRETCH-TERRY, some DOUBLE-FACED
- ... ROMAN & other STRIPES, BATIKS -- WHITE, TROPICAL & PRIMARY COLORS

YOUNG ROMANTICS: Scarlett O'Hara plantation gown, lace-trimmed poly gingham checks, wrist ruffles, button-front, deep hem flounce (Ronald Kolodzie/Eye-Ful) ... Eyelet MILKMAID, deep berth worn on- or off-shoulder reveals undersleeves, batik apron ends at solid flounce (Richard Assatly/Loungees) ... Gypsy, wide butterfly sleeves, self-tied gathered neck, Roman striped (Clovis Ruffin/Eye-Ful) ... Step-in Country Dress, elasticized neck and peplum waist, full puffed push-up elbow sleeves, floral

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border print cotton (Adri/Royal Robes) ...
Peasants -- brush-stroke print poly/cotton
 (Eve Stillman) -- longs, in Antron nylon:
 deep-ruffled off-shoulder garden print on
 knitted crepe (Furstenberg/RE-7) -- silky
 finish, wide elasticized midriff section
 can blouse at waist or hip (Vanity Fair).

SUNDRESSES are fully represented in this
 market: Batik, ruffled bodice and hem
 borders, big double pockets (Assatly) --
 3-tone cotton sateen print, low back, one
 size adjusts to fit all (Stillman) --
 elasticized tube top, optional spaghetti
 straps, slant pockets, ruffled eyelet trim
 (Ruffin) ... Appliqued: long, button-
 front leaf print with dogwood applique
 (Ava Bergman/Swirl) ... Shoulder-tied:
 Spaghetti straps, drawstring neck, eyelet
 peplum (Adri) -- One-shoulder, beautifully
 draped bias-cut turquoise Nyesta or print-
 ed Qiana (Halston IV) ... Long: Roman
stripe cotton, full cut, falls in soft
 pleats from square neck to deep flounce
 (Kolodzie) -- white Kodel/cotton eyelet
 button-front pinafore top with scarf
 (Blass) ... Strapless cotton with long
 side ties to create an Empire waist, hal-
 ter neck or simply belt the waist (Bill
Tice/Swirl).

LONG AND SEXY: drawstring strapless using
 shoestrings/eyelets, has contoured back
 for perfect fit (Geoffrey Beene/Swirl) --
 pale tinted cotton/nylon stretch-terry,
 keyhole halter, front skirt gathers, short
 matching cardigan (Cira) -- high-yoke
 drawstring Empire, keyhole neck, silky
 Antron nylon (Vanity Fair) -- Pucci-tile
 print Antron, 1-shoulder, handkerchief
 hem (Formfit Rogers).

THE PANTS PLOY: Still favorites, designers
 give them many variations -- black poly
 crepe pants seen through very deep side
slits of Art Deco print tunic, wide black
 cuffs and collar (Kolodzie) -- toast/
 white chalk-stripe double-faced woven
terry extended-cap sleeve top with break-

away zipper/elasticized drawstring straight
leg pants (Assatly) -- elasticized-ankle
 stretch-terry pajama, halter or strapless
 (Formfit Rogers) ... Kimono sleeved --
 Limoges floral printed poly crepe de chine,
 wrap 'n sash pajamas (Furstenberg) -- frog-
 shoulder-closed tunic top/wide pants (Vanity
Fair) ... Qiana -- white shantung narrow
pants with sashed "overcoat" (Halston IV) ...
CULOTTES: Black eyelet one-piece strapless
 has peplum and matching neck flower (Adri)
 ... Cotton/acrylic BEACH ROMPER; also ankle-
 bloused, industrial zipper "sweater" warm-up
 suit for jogging or after-shower (Ruffin).

THE SHIRT BRIGADE: Big Shirts -- plaid
 cotton (Formfit Rogers) -- long man-tailored
 Oxford with GB logo on pocket, contrast trim
 (Geoffrey Beene) ... LOUNGE SHIRT, deep side
 slits on peppermint stick striped Ultressa,
 polka dot trim; long COWBOY SHIRT, red/white/
 blue micro-dot seersucker, long side slits
 (Kolodzie) ... short sleeved cotton/acrylic
POLO SHIRT, shirttail hem (Ruffin).

T-SHIRT DRESSES: Cotton eyelet interlock,
 drawstring neck and waist, T-shirt sleeves;
 T-shirt SHIFT in turquoise cotton interlock,
 drawstring neck, short rollup raglan sleeves,
 2 low-placed pockets (Adri) ... SAILOR collar
 and tie SHIFT, zipper hidden in inverted
 front pleat, logo on sleeve (Blass).

TUBES and TOGAS: TUBES in poly/cotton terry
 -- slit to mid-thigh (Loungees) -- one-shoulder,
 flap-and-button shoulder closing, con-
 trast color edged side slit (Blass) ...
 Long cotton/acrylic, two-tone ruffled, in-
 dustrial zipper, spaghetti straps, side
 slits (Ruffin) ... Stretch-terry TOGAS --
 long, sleeveless, U-neck, side bows at waist,
slit to midriff, over bikini (Cira) -- one-
shoulder (Formfit Rogers).

CAFTANS AND DJELLABAHS: These easy-to-wear
 garments continue in strong favor and con-
 tinue to be shown on designer lines.

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